

## **Institutional challenges and economic agents forming a competitive market environment**

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### **Abstract**

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. Enterprise (organization) as a slice of society on a global scale is the agent of a competitive market environment, selfproduction of which is the heart of its existence. Changes in the institutional environment and social values of the society have led to the convergence of historical organizational forms of enterprise: commercial and non-profit organizations, appearance of modern hybrid forms - environment serving organizations - ESO. They have the characteristics of active businesses and indifferent public organizations and institutions that are differentiated by the method of replenishment of financial resources. In a global economy there is also the transformation of the classical conception of the competition as a clash of opposing economic interests of agents to the antagonistic approach from the point of supercompetition - awareness of the effectiveness of alliances and cooperation of ESO. Integrated business groups - IBG: conglomerates of diversified ESO integrated as outsourced and virtual type of organization, financial industrial groups (FIGs), strategic network, successfully survive in a crisis. The research analyzed the conceptual model of the relationship between the government institutions of management, market structure of the competitive environment, the institutional challenges of ESO's environment and strategic decisions - competitive traps (patterns) of IBG.

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### **Keywords**

A model of interdependence, A synergistic effect, Diversification, Economic agents, Financial-industrial groups, Government institutions of management, Integrated business groups - IBG, Integration in outsourced and virtual form, Patterns of IBG, Strategic decisions and competitive trap, Supercompetition, Sustainable development strategy - SDS, The convergence of historical organizational forms of business environment serving organizations - ESO, The institutional challenges of ESO's environment, The market structure of the competitive environment